



For over 20 years, Soap Warehouse has been providing members of the pressure washing industry with a wide variety of top quality cleaners. Soap Warehouse is also actively involved with a number of industry associations and sponsors a variety of events. The company first joined PWNA in 2006, and has been an active vendor member exhibiting since 2010.

Soap Warehouse was started in 1993 by Bob Belk in Norcross, Georgia. Belk passed away in 2005, and the company

was purchased then relocated to its current location East of Atlanta, Georgia. However, the product formulations never changed.

Soap Warehouse's first products were primarily industrial transportation cleaners such as Brown Derby, Aluma Brite, Blue Lightning, White Lightning, Truck N Tuff, Triple Duty Aluminum Brightener, and others.

Over the years, however, the Soap Warehouse product line grew to include

Linda Chambers, who was born and raised in Florida, originally wanted to work with horses on a Brood mare farm. With that goal in mind, she attended a college in Southern Georgia and graduated with an AS degree in a Agri-Business, Agri-Science and Animal Health Technology. But after a Winter internship at Florida Downs racetrack, she realized that the life of raising horses was not the right direction, instead moving her focus to smaller animals. After graduation and getting married, "I was stuck in south Georgia with no chance of a job in my field, so I started my first business – Albany Mail Service – where I had a fast education in business, packing and shipping, which still helps today."



After moving to Atlanta, Linda landed a job as vet tech and sold her mail business. She worked up from being a tech to eventually managing the veterinary clinics where she worked. After 17 years as a tech and manager, she moved into the corporate world going to work for Merial, makers of Heartguard, Frontline, animal vaccines and pharmaceuticals. After 18 months, she was let go due to "hiring of local, cheaper contract labor" and took some time off before trying her hand at retail.

She managed and worked in a local gift shop chain for almost three years before they closed, worked for two more year as admin and HR for our local DirecTV franchise before they were sold, "which finally got me the job here at Soap Warehouse in February of 2007, six years ago."

industrial degreasers, car washes, detailing and kitchen exhaust cleaners. In 2000, the company had created and certified its own aircraft cleaner, "Top Gun," adding "another facet to covering transportation cleaning of all kinds – road, rail and air," explained Linda Chambers, Brand and Sales Manager.

Those familiar with Soap Warehouse have undoubtedly come to know Linda Chambers as the face and voice behind the company. In 2007, Linda joined on with Soap Warehouse as Operations and Sales Manager. Since that time, she has diligently worked to increase the percentage of sales of pressure washing products by supporting industry organizations. "We are members of the PWNA and UMACC," she explained. "We support by sponsoring or exhibiting at industry conventions, NCE events, regional roundtables and training seminars."

Linda added that she tries to attend as many events in person as I can and love to meet and interact with our current and potentially new customers. Some events are outside pressure washing, such as truck shows, aircraft conventions and training seminars.

Additionally, Linda has improved Soap Warehouse's website, "with industry informational links and a great blog," she said. Linda and Soap Warehouse also sponsor two other websites, one for Top Gun and "one that is a consumer only, non-hazardous product site called ShopSoapWarehouse.com. We also have a big social media presence with three pages on Facebook, for both Soap Warehouse and Brown Derby, as well as on many Facebook industry pages."

Soap Warehouse is also on Twitter, Pinterest and "on any industry forum I have found to be a part of," said Linda. "I have been writing and publishing articles for the industry since 2009, and have continued with articles here in *eClean* and others over the years. I enjoy educating and helping the individual pressure washing contractor."

Since Linda's arrival, Soap Warehouse has

also continued in growing their product line. These include:

- Exterior maintenance products like Citrus X-terior House Wash
- Non-Acid Coil Cleaner for air conditioning and heating coils
- Nature's Green, an "all green cleaner"
- Dyn-O -Coil descaler for pressure washers
- An entire line of laundry products
- Scat stain remover
- Blast Off and Shadow Away graffiti removers
- Bonzi and Hood Cling for hood cleaning
- A line of powder products in new 10 pound ratchet lid pails; and, most recently,
- HangTen, a thickened roof cleaner.

Overall, transportation cleaners still make up 80 percent of Soap Warehouse's business, with Brown Derby accounting for 50 percent of those sales, and Top Gun accounting for 20 percent. "The remaining 20 percent of our business is in the exterior pressure washing, car wash and detailing, building maintenance and now laundry items," Linda added.

Since Soap Warehouse's office has a small staff with low overhead, Linda can offer customers a personalized one-on-one buying experience with usually lower costs than their competition for similar products. "I am always happy to talk with contractors that may need help with a cleaning problem and discuss what they can buy or what they may already have on hand that can get the job done. Education, marketing and new product development is a big part of what I like to do."



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